



<b>Marketing Communication Policy</b>
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## **Marketing Communication Policy**

### **Introduction**

We as a business take our social responsibility very seriously, and we want to play a positive role in society instead of creating a negative impact. We are aware that the lives of consumers all around the world are impacted by our brands as they are well-known household names. We want to encourage people to enjoy these brands responsibly as we're proud of them.

All of our marketing communications are ethical, respectable, honest, and true. They are organized with a commitment to the values of ethical competition and social responsibility. We always abide by the laws and regulations of the land, which change depending on the market.

### **Scope of Policy**

The management, staff, and contract personnel of ADF Foods Ltd. engaged in marketing communications through all appropriate means, including digital, are subject to the requirements of this policy.

The policy applies, without exception, to all points of contact with consumers in all media, including:

- Broadcast
- Print
- Cinema
- Outdoor advertising and billboards
- Digital and other new media
- Point-of-sale materials and merchandising
- Labelling
- Product names
- Packaging
- Consumer promotions
- Events
- Sampling
- Sponsorship



Any contract and/or agency briefing for companies creating marketing materials on behalf of ADF Foods Ltd. shall include a reference to the Marketing Communication Policy as a mandatory component.

### **Policy guidelines**

- Our marketing communications must always be morally upright, truthful, and considerate of others' rights as well as accepted norms of good taste and decency.
- We must always avoid any connections to risky, violent, aggressive, or antisocial behaviour.
- We must respect users' privacy and always get permission before sending out direct digital marketing communications;
- We must adhere to local laws and regulations regarding the collection of user data and we must make it clear on our owned digital platforms how, when, and why we gather data.
- Our owned digital platforms must always be verified by written statements that make it easier for users to recognise them as genuine, if possible with an official validation sign on our social platforms.
- On our packaging and online, we must always notify consumers of the nutritional facts and components.
- We must not assert through our marketing materials that our products may prevent, treat, or cure any form of human disease.
- Our marketing materials must never specifically target children or contain imagery that might be appealing to them, such as toys, parks, schools, or zoos.
- We must refrain from employing subjects or methods particularly appealing to children, such as those involving children's literature or music, or from showcasing stars who are particularly appealing to children.
- Our products' principal packaging that is intended for consumers must include an ingredient list and nutritional data.

Unless there are exceptional circumstances or the policy is manifestly not applicable, no exceptions from this policy may be made. All requests for exemptions must be submitted in writing to the concerned company representatives. Each request must be evaluated and decided upon by the company representative/s. Any exemptions made need to be properly recorded and logged.

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